

## DON'T BE A HYPHENATED SOUTH FLORIDIAN, TRADE WITH SOUTH FLORIDA FIRMS

### A GREAT "GASPARILLA" FURNITURE SALE.

Realizing the necessity of offering more than ordinary values to our many visitors during the Carnival and Fair, we went to a selected group of manufacturers and offered to buy their surplus stocks, provided we could get them at great price concessions. They agreed to this—the trades were made, and as a result, nationally advertised merchandise is offered you at our big Franklin Street Store. The store where the White Light of Honest Merchandising burns one hundred and fifty feet in the air. Prices never before equalled.

**Sellers Kitchen Cabinets---McCray Refrigerators---Ostermoor Mattresses---  
Brenbin Window Shades---Bucks Stoves and Ranges---Vudor Porch Shades**

World renowned merchandise offered now at discount figures during the Carnival dates. Feb. 4 to 12 only.

**Quality Counts at the Rhodes-Pearce-Mahoney Store.**

**WE ARE VERY PROUD OF THE FACT** that within the years we have been in Tampa it has come to the point where practically everyone says, "If you want something good, go to Rhodes-Pearce-Mahoney; they have the assortment, and you can believe what they tell you."

**WE ARE CRANKS ON THE SUBJECT**—Our aim is not to sell cheap goods (for they are high at any price) but dependable merchandise which will be so satisfactory that when you want something else in our line you'll come right back and give us the order.

**WE DON'T LIE** about the quality of our goods, nor will we attempt to deceive you. When we say that a mattress is "Guaranteed Felt," we mean it is just as good as the most celebrated \$15.00 felt on the market, and you are at liberty to cut it open to verify our statement. Solid Mahogany means just that; and Quarter-Cut or Quarter-Sawn Oak don't mean that it is an imitation.

**OUR GUARANTEE** is now a household word in Tampa for practically every newspaper reader knows that Rhodes-Pearce-Mahoney guarantees "everything as represented, or your money back;" there's no "bigger in the wood pile" here—no "fake sales," and remember our every statement is backed by over a million.

Come Pay Us a Visit.

We'll expect you and have a handsome souvenir for baby.

## Rhodes-Pearce-Mahoney Furniture Co.

"TAMPA'S BIG STORE THAT ALWAYS PAYS THE FREIGHT"

### Special Sale

**Alligator bags, \$7.50 and \$10.00  
values, your choice \$5.00**

We have on display the greatest line of Florida souvenirs ever shown, six hundred souvenir plates, beautiful scenes of Tampa, at 50c and \$2.50, worth double the money. Our stock is replete with the latest creations in Jewelry, Cut Glass, etc.

**Send Us Your Repair Work**

Let us make your Old Jewelry over in the new, up-to-date styles. All work absolutely guaranteed. Prices reasonable.

**Owen Cotter Jewelry Company**  
"The Diamond Merchants"

615 FRANKLIN STREET TAMPA, FLORIDA.  
LONG DISTANCE PHONE 4324.

### STORY OF GASPARILLA, DY PIRATE CHIEF

the new and weak nation, the United States, and flew its flag over the shores washed by the Gulf stream. It was No Man's Land and the night of the strong hand made right. On the shores of Louisiana and in the bayous of Plaquemine and Atchafalaya were the headquarters of the invader Lafitte. One of the bloodiest of pirates, he gathered together hundreds of violent men and a dozen or so vessels and ruled as a king. In such a kingdom there is always dissension and Gasparilla, after a disagreement with Lafitte over some of the loot—probably the affections of some fair maiden, torn from her home—broke away from the band, took with him the ship he commanded and the bloody crew who did his bidding and sailed across the Gulf to the coast of Florida.

Pensacola was a settlement even then, but down the long stretch of the Florida coast there was hardly another bay that had even a fisherman's hut along the shores. Hiding places there were in plenty among the keys and bays of the coast.

When fleeing from government ships—for occasionally a sloop of war would try to retaliate for some of the pirates' bloody jobs—or when seeking rest after a loot there was plenty of opportunity to hide.

Found Haven on Gasparilla Isle. On Gasparilla Island—on which the phosphate port of Boca Grande is now located—Gasparilla found the haven he was seeking. It blocked one of the entrances of Charlotte Harbor in any one of a dozen or whose smaller bays, creek mouths and other hiding places there was plenty of chance for him to escape any prying eyes. There was the best of chances for him to sail forth on his deeds of blood and during the days or weeks of rest there was a pleasant life, a balmy climate and the soothing breezes of the Gulf to make life easy.

This must have been about the year 1800. Gasparilla built a mansion on the isle that still carries his name and here he lived like a king with his bloodthirsty pirates as the courtiers. There were not wanting ladies in this court.

Gasparilla had a great eye for feminine beauty and his course of action when taking a captured ship was always the same.

On board with the men. Save the women," was his inviolable order. The men walked the plank and the women captives, especially if they had any claim to good looks, were taken to the island of Gasparilla.

In the course of time the bloody pirate accumulated a harem of feminine beauty that would have done credit to King Solomon or the Grand Nizam himself. But it was this practice of stealing the women of the unlucky vessels that came in his power that led to his ruin. His depredations were reported to the United States government and a frigate was sent into the Gulf waters to run him down.

Cornered and Hung From Yard Arm. After a long chase through the Ten Thousand Islands, and up and down the coast the pirate was at last cornered in Lemon bay as he was trying to make his way through Gasparilla sound into Charlotte Harbor.

A bloody battle ensued. The pirate was no coward and his crew fought, as they well knew, with halts around their necks. Their cannonades and even their Long Tom was no match for the heavier guns of the government boat and they surrendered at last. Few were left, according to the tradition that has come down. Gasparilla was one of the captives, so the story runs, and he suffered the speedy penalty of his crimes that is proverbial in the pirate story. In short, he was hung at the yard arm of his own boat.

The pirates' nest was broken up. The bevy of female beauty was released and many of them returned to their homes.

Just what became of the mansion of Gasparilla is shrouded in the mists of antiquity.

One legend has it that the frigate burned out the pirates' nest, root and branch, and destroyed the home. Another story has it that it endured for many years though avoided by the occasional fishermen who halted on that deserted coast, the feeling being widespread that it was haunted. This story is that the old place was finally

(Continued on Next Page)

### Tampa Highland Land Company

Make your headquarters with us while visiting Gasparilla. Ask us all about our TAMPA HIGHLAND LOTS. Get our MAP OF TAMPA, FREE. If you are looking for a home, investment or speculation, come to us. Our property is high and dry, and is on TAMPA BAY BOULEVARD—the highway to the West Coast, where you will find Sunshine, Health and Happiness, Pure Air and Good Water.

PRICES FROM \$300 TO \$600 FOR 50-FOOT LOTS on two street car lines. Electric Light, City Water and Sewers. We make loans to suit. Lend us money to build. Titles fully insured.

WE WANT A GOOD, LIVE, RESPONSIBLE SALESMAN in your town to sell these lots for us. Write for map and full information, quick.

### TAMPA HIGHLAND LAND COMPANY

16 Giddens Building Tampa, Florida.  
SELLING AGENTS—WALTER S. ADAMS, MAX L. SIMONS,  
EDWIN M. BLACKMAN, SALES MANAGER.

### AT NOBBY CORNER

When in Tampa, buy your Tires, Gasoline and Oil of us. Our corner is convenient, our prices are right, and

**OUR SERVICE IS GREAT.**

It is at your disposal while you are in Tampa. Try it and learn what a pleasure it is to run an automobile.

We sell UNITED STATES and G. & J. BRANDS OF TIRES.

Every tire guaranteed, and all adjustments, if any, made at our store. We give prompt attention to mail orders.

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Know Carnes—That's all you need to know about tires.  
PHONES 2111 AND 2323. COR. LAFAYETTE AND TAMPA STS.  
TAMPA, FLORIDA.  
"OPEN EVERY HOUR OF THE YEAR."

big show.

And that name! Gasparilla Carnival! It can't be beaten. The moment a man hears that name he is obsessed with a desire to know more of it.

Who was Gasparilla? Why was Gasparilla? What was Gasparilla? When was Gasparilla? Is it a Pullman car or a breakfast food or a cigar or a race horse?

Gasparilla was a pirate.

Good old Gasparilla is no more. Like Julius Caesar, he is dead, and like Julius Caesar, he is to become famous. He was a rover of the seas and his modern prototypes are sea rovers too.

With which few words let us tell how Ye Mystic Krewes of Gasparilla came to be.

Idea Born in George Hardee's Head. In 1904, George Hardee, fondly remembered, was in the government service in this city. He came from New Orleans where he is now residing, and the doings of the Knights of Comus and the others of that merry crew who make the New Orleans Mardi Gras famous from one end of the country to the other, were fresh in his mind.

He saw the possibilities of this city and suggested to some kindred spirits the possibility of Tampa putting on a show similar to that of the Mardi Gras.

There were some thirty members in the first band and they organized Ye Mystic Krewes.

Hardee had heard somewhere of Gasparilla and that name was hitched on to the end of the designation as the most appropriate thing that could be conceived.

The man who named the crew had an acute sense of the proper thing to do. His average in the namer's league was about .600. He should be remembered with pride.

The name is reminiscent of the south in every sound. The gaiety, the langour, the mysticism of the great Gulf is in every syllable. Coral strands, pirate havens, palm-lined beaches, desperate battles, scenes of bloodshed and rapine, the milder side of pirate life with the days spent on the sun-bathed keys, the nights when the banjo's tinkle salutes the moon, are brought to mind whenever the name is mentioned.

Ye Mystic Krewes of Gasparilla.

What name could be better?

Gasparilla a Gay Dog.

Gasparilla was one of the buccaners who made the Gulf a terror to honest tradesmen in the troubled days of the close of the eighteenth century and the beginning of the nineteenth. Spain's power in the new world was fast disintegrating. The shores of the Gulf were practically No Man's Land. Great Britain, France, Spain,

You can't buy it for less unless

you buy it at the store that

"Sells It For Less"

## CRACOWANER'S

Tampa's

Leading Department Store

Franklin Street Tampa, Florida

WHILE you see the Great South Florida Fair you can save money on Fall and Winter Suits. We are closing out everything at sacrifice prices. We will have the New Spring line of

## CLOTHING, HATS, SHOES

AND FURNISHINGS

and can fit you out for the Summer. Goods bearing our label are known all over the State. Make our store headquarters during the Fair.

## Henry Giddens Clothing Co.

TAMPA, FLORIDA

## DRINK CRACKER BOY COFFEE

"The Rich Man's Coffee at the Poor Man's Price"

## TRIUMPH MILLS

TAMPA, - - - FLORIDA

YOU HAVEN'T SEEN TAMPA UNTIL YOU HAVE HAD A SPANISH DINNER AT MANUEL GARCIA'S.—1326 FRANKLIN ST.